

# Story Workout™

COME FUZZY. LEAVE CLEAR.™

"We needed to change gears. Blend two companies into one, find our differentiation, and introduce new services. StoryMiners led us to our new name, strategy, story, and design."

—Tom Barber, CMO, DecisionPoint Technologies

Mike Wittenstein, Founder and Managing Partner, StoryMiners®

Story Workout™ helps your story and your customer experience connect more deeply and more quickly. Nailing your story lets you:

- Make better decisions
- Focus your strategy
- Fuel growth
- Earn engagement
- Get on the same page

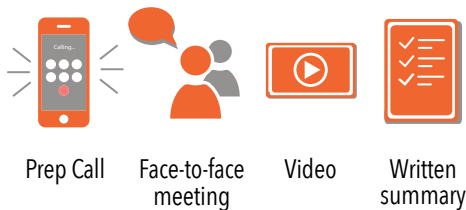


Story Workout™ sessions help unleash creativity, brings focus, and earn alignment that lasts.

## HOW IT WORKS

INDIVIDUAL AND SMALL GROUP

### YOU GET



Prep Call

Face-to-face  
meeting

Video

Written  
summary

## ONE EVENT YOU CAN'T AFFORD TO MISS

Businesses with a clear story and better experience enjoy 54% better revenue growth than those without. Story Workout™ helps you get crystal clear about your story, idea, service, experience, or brand. Once defined, we teach you how to set it up as a discovery experience people will love. That's what makes your story feel real. Plus, you will feel more confident and earning support from others will become easier.

No two Story Workout™ sessions are alike. One-on-one or in a small group, each session is carefully tailored to your situation and expectations. The format fuses learning, co-design, prototyping, training, practice, and expert coaching. Let Story Workout™ accelerate your idea's evolution.

**STORYMINERS®**  
STRATEGY. EXPERIENCES. STORY.

Schedule a free planning and warm-up session.

<https://calendly.com/mikewittenstein/story-workout-warm-up?back=1>

Story Workout™ is a StoryMiners® service innovation.  
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